RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear Joe:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **75** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
5	*Winston FF Box*	12300-25252
5	*Winston Light Box*	12300-25253

Product / Premium Arrival:	**April 13, 1998**
Ship Date to Retail:	**Week of: April 27, 1998**

Displays (Item #541085)

SKU CUBE:	**1.7500**
SKU WT (w/o Product):	**3.7500 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$2,810.01**

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MAY .70¢ 2-Pack Tear Tape
STANDARD ROSENBAUM

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$140.00 (5 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

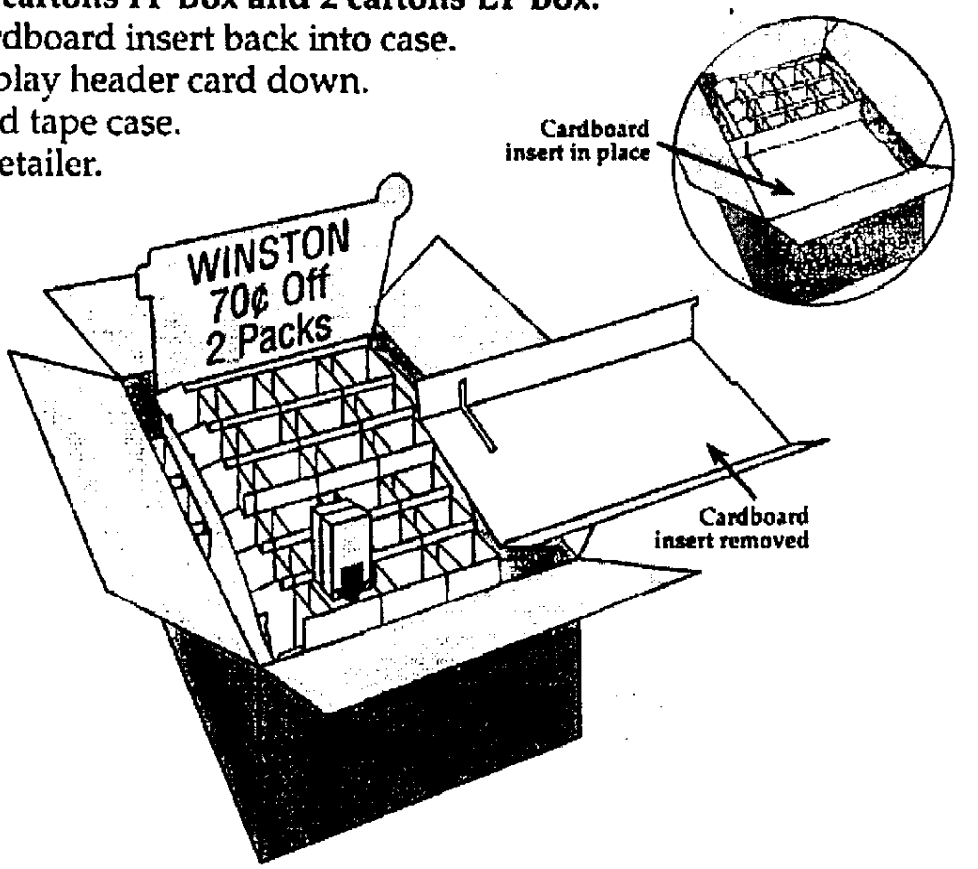
VALUE ADDED PROMOTIONS **2ND QTR.'98**

May WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/mqxn0000

DEALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
TEMPLATE : 800266 80500 WIN MAY .70/2 NO
TEMPLATE SEQ : 0905
PRICE LEVEL : 16XXXX

CHR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
.202	162238	632811	CITGO #1425	100 N 2ND ST	FULTON	NY	13069	2		3459-0000	05967	(315)593-7844
2210	162227	178900	RICHIE STATIONARY	MARKET & CENTER S	ELLENVILLE	NY	12428	1				(914)647-4999
.2210	162227	393686	XTRA MART #1421	ROUTE 209	WAWARSING	NY	12489	1		3459-0000		(914)647-3850
62302		274609	XTRA MART #1462	EXIT 21 RT 9N	LAKE GEORGE	NY	12845	1		3459-0000		(518)668-5386
.62302	162320	511585	XTRA MART #1458	BAY & SANFORD STR	GLENS FALLS	NY	12801	1		3459-0000		(518)798-8862
.62302	162320	512855	XTRA MART #1435	360 GLEN ST	GLENS FALLS	NY	12801	1	NYS	3459-0000		(518)792-6641
62303	162324	087082	HESS #32211	NOTT ST & MAXON R	SCHENECTADY	NY	12308	2		0353-0100		(518)372-8880
.62303	162322	422751	SUNOCO SCOTIA #1493	184 SACANDAGA RD	SCOTIA	NY	12302	1		3459-0000		(518)374-8830
.62303	162322	565559	GLENVILLE BEVERAGE	53 FREEMANS BRIDG	SCOTIA	NY	12302	2				(518)374-4615
62303	162324	717366	BALLTOWN BEVERAGE	480 BALLTOWN RD	SCHENECTADY	NY	12304	2				(518)393-2546
.62304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	2				(518)233-1310
.62304	162322	026572	COULSON'S NEWS	594 NEW LOUDON RD	LATHAM	NY	12110	1				(518)785-6499
.62304	162322	175999	COULSON'S NEWS	420 BROADWAY	ALBANY	NY	12204	1				(518)449-7577
.62304	162321	239719	XTRA MART #1473	2951 ROUTE 9	BALLSTON SPA	NY	12020	1		3459-0000		(518)584-9957
62304	162321	318275	NUTTINGS GENERAL ST	1359 5TH AVE	WATERVLIET	NY	12189	1				(518)273-9781
.62304	162321	397201	A PLUS #60037F	1245 ONTARIO STRE	COHOES	NY	12047	1		0362-0102		(518)237-4079
.62304		415689	MID VALLEY OIL #141	1958 AMSTERDAM RD	BALLSTON SPA	NY	12020	1		3459-0000		(518)882-9633
62304	162321	459138	MID VALLEY OIL #145	616 BROADWAY	WATERVLIET	NY	12189	1		3459-0000		(518)271-9791
62304	162325	480355	XTRA MART #1508	491 5TH AVE	TROY	NY	12182	1		3459-0000		(518)233-7393
.62304	162321	508214	SANDRA J. BESTON	16 COHOES RD	WATERVLIET	NY	12189	1				(518)274-1135
62304	162322	541818	AMIN PETROLEUM	736 NEW LOUDON RD	LATHAM	NY	12110	2				(518)783-5580
.62304	162322	571958	BEVERAGE BARON	269 OSBORNE ROAD	LOUDONVILLE	NY	12211	2				(518)489-7400
62304	162321	597833	X-MART	22 CENTRAL AVENUE	MECHANICVILLE	NY	12118	1		3459-0000		(518)664-7503
62304	162322	681800	LATHAM NEWS	679 TROY SCHENECT	LATHAM	NY	12110	1				(518)783-1143
.62304	162321	737899	ONE DOLLAR DEALS	CROSSINGS SHOP CE	CLIFTON PARK	NY	12065	1				(518)383-6806
62304	162325	739411	BEVERAGE BARN INC.	402 5TH AVE	TROY	NY	12182	1				(518)235-6397
62304	162321	766952	HALFMOON GETTY	1493 ROUTE 9	CLIFTON PARK	NY	12065	2				(518)371-3967
62304	162322	777272	HANDY ANDY	654 WATERVLIET SH	LATHAM	NY	12110	1				(518)785-1981
62304	162321	804040	WATERVLIET MARKET	500 13TH ST	WATERVLIET	NY	12189	2				(518)272-3466
62304	162321	700415	WATERFORD BEV MART	35A SARATOGA AVE	WATERFORD	NY	12188	1				(518)238-0253
62305	162325	083760	SUPER MART INC	50 COLUMBIA	RENSSELAER	NY	12144	1		3148-0000		(518)465-3384
62305	162322	718802	ABC GALLERIES	125 CENTRAL AVE	ALBANY	NY	12206	1				(518)424-6786
62305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1			31021	(518)433-0749
162305	162326	568618	SUPERMART	ROUTE 22	CANAAN	NY	12029	1		3148-0000		(518)781-4865
162305	162322	769976	ONE DOLLAR DEALS	900 CENTRAL AVE	ALBANY	NY	12206	1			23846	(518)458-9398
162305	162326	773876	GRANDMA'S DELI	187 ROUTE 23A	PALENVILLE	NY	12463	1			12666	(518)678-9279
162305	162326	636238	BEVERAGE WAREHOUSE	RT. 9W & 385	WEST COXSACKIE	NY	12192	2				(518)731-1020
162305	162324	441213	SUPER MART #6	1560 CENTRAL AVE	ALBANY	NY	12205	1		3148-0000		(518)465-2864
162305	162322	649997	MONTANA FOOD MKT	17 WATERVILET AVE	ALBANY	NY	12206	1				(518)446-0404
162305	162326	767079	QUICK-STOP DELI	ROUTE 32	KINGSTON	NY	12401	1			57281	(914)336-8150
162305	162322	767813	UPTOWN NEWS	136 N ALLEN ST	ALBANY	NY	12206	1			27951	(518)438-5955
162305	162326	654282	J&G	91 SOUTHER BLVD	ALBANY	NY	12209	1				(518)465-6353

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...SALER : 611800 STANDARD-ROSENBAUM, INC. <DIRECT>
...LATE : B00266 80500 WIN MAY .70/2 NO
...LATE SEQ : 0905
...S LEVEL : 16XXXX

...R	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
...305	162322	503321	SUPER MART II	463 ALBANY SHAKER	LOUDONVILLE	NY	12211	1		3148-0000		(518)489-8512
2305	162326	176960	SOUTH CAIRO CTRY ST	ROUTE 23 B	SOUTH CAIRO	NY	12482	1				(518)622-9958
...2305	162322	301615	DUNBROOK LTD MOBIL	442 MADISON AVE	ALBANY	NY	12208	1				(518)434-6263
...62305	162326	346438	SUPER MART	1811 COLUMBIA TPK	CASTLETON ON H	NY	12033	1		3148-0000		(518)477-1048
162306	162325	565313	TROY DISCOUNT BEVER	330 2ND ST	TROY	NY	12180	1				(518)274-2256
162306	162325	625126	MID VALLEY OIL #142	95 HILL ST	TROY	NY	12180	1		3459-0000		(518)273-4293
162306		634336	BRUNSWICK BEVERAGE	668 HOOSICK STREE	TROY	NY	12180	1			17897	(518)274-1100
162306	162325	637167	J&J RETAIL INC.	DBA $1.00 DEALS	RENSSELAER	NY	12144	2				(518)479-0324
162306	162326	686760	XTRA MART	600 COLUMBIA TPKE	EAST GREENBUSH	NY	12061	1		3459-0000		(518)477-4002
162306	162325	686867	NITE OWL NEWS	400 FULTON ST	TROY	NY	12180	1				(518)272-8586
162306	162325	722162	FAST FOOD EXPRESS	132 MAIN AVE	WYNANTSKILL	NY	12198	1			25544	(518)286-2706
162306	162325	731743	NED ABBOTT'S NEWS	185 HOOSICK ST	TROY	NY	12180	1			17515	(518)272-9753
162306	162325	746203	GREENBUSH DISCOUNT	PETER G. ENZIEN E	TROY	NY	12180	1			04390	(518)283-2230
162306	162326	767196	NIVERVILLE DELI	LAKE STREET	NIVERVILLE	NY	12130	1				(518)784-2215
162306	162328	769337	PITSTOP DISCOUNT BE	176 ROUTE 66	HUDSON	NY	12534	1				(518)828-1012
162306	162326	607426	GRAMPY'S	203 CHURCH STREET	NASSAU	NY	12123	1				(518)766-2164
162306	162328	439031	QUICK PICK CORNER	22 N BROADWAY	RED HOOK	NY	12571	2				(914)758-2493
162306	162325	513497	MPC ENT/GETTY	700 PAWLING AVENU	TROY	NY	12180	1			15438	(518)283-0454
162307	162327	178373	CONVENIENT DELI	186 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-9835
162307	162327	769517	KNOTH'S MOBIL	409 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-7444
162308	162328	769707	HYDE PARK DELI	1 W MARKET ST	HYDE PARK	NY	12538	1				(914)229-5633

PAGE BREAK TOTAL ACCOUNTS 63 TOTAL QUANTITY 75

TEMPLATE TOTAL ACCOUNTS 63 TOTAL QUANTITY 75

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